February 23, 2006
A WisLine Web
Teleconference
10:00 am (CST)

DPI - Sustaining your Program

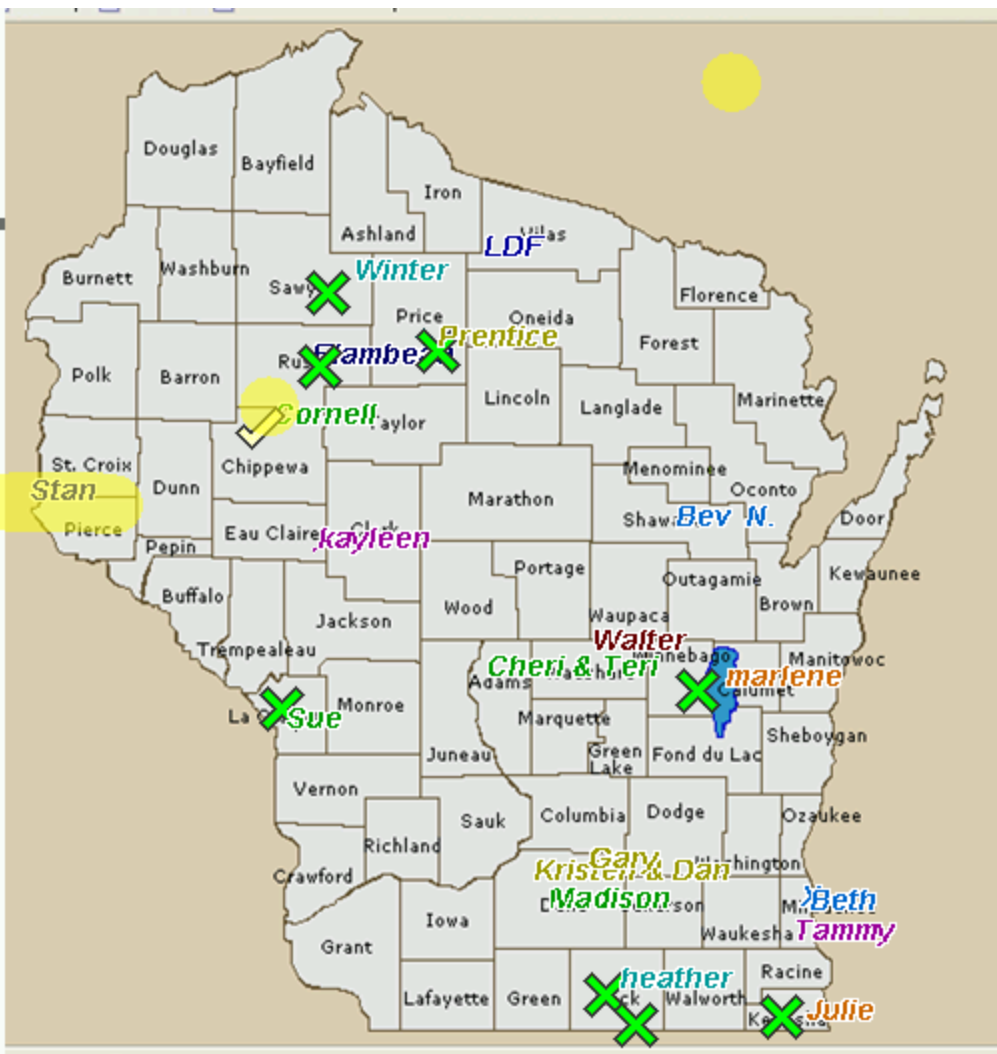Draft – February 17, 2006

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DPI - Sustaining your Program

Slide 2

Use the tools to indicate your location and your name.

The tools are located at the upper right of your screen.

Slide 3

Your Hosts and Facilitators Today

Teleconference Etiquette

- Use your mute button at all times – unless your are speaking
- Keep the background noise down... Close your door, and cover your phone speaker
- Please move your mouth back from the phone... Don't breathe into or near the phone while listening... Thanks!

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Teleconference Etiquette

Problems / Solutions

- If you cannot gain access to the web-based program, please do not disrupt the program. Listen via audio or sign out and try again (close out your web browser). Or, hang up and call the WisLine Helpline phone: 800-442-4614
- Generally wait until the question part of the agenda to ask your question, or use the e-version chat option at any time
- The entire program is being archived and will be available for two weeks
- The program will also be available in PDF format on the DPI web site: http://www.dpi.state.wi.us/dpi/dlsea/sspw/clcresrcs.html

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Problems / Solutions

Agenda

- 10:00 – Welcome & Introductions
- 10:15 – Agenda Review & Purpose
- 10:20 – Bridget Gothberg's Presentation
- 10:30 – Getting Your Plan Started: Vision, Partnerships, Advocacy & Finding Funding
- 11:25 – Questions & Closing Comments
- 11:30 – Adjourn

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Agenda

Announcements

- Wisconsin AfterSchool Association
  Conference, April 7-8th   *wcea.info/waa.cfm*
- April 7th pre-conference sessions
  - ½ Day Sustainability Planning Workshop
  - ½ Day CIPAS Team Member Training
- May 4th: Wisline Web on APR Data System

Registration is available on the CLC website for the April 7th pre-conferenc

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Announcements

May 4th Wisline Web Teleconference

- Don't forget to sign up for the May 4th WisLine Web!
- Topic will be APR changes for reporting 2005-06 data.
- Major changes include...
  - Gradation reporting of outcomes (30-59, 60-89, 90+ days)
  - Reporting grades, teacher survey results, and cross year changes in student performance on the WKCE for grades 3-8.
- Learning Point Associates (LPA) expert available for technical questions in data entry, management and reporting

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May 4th Wisline Web Teleconference

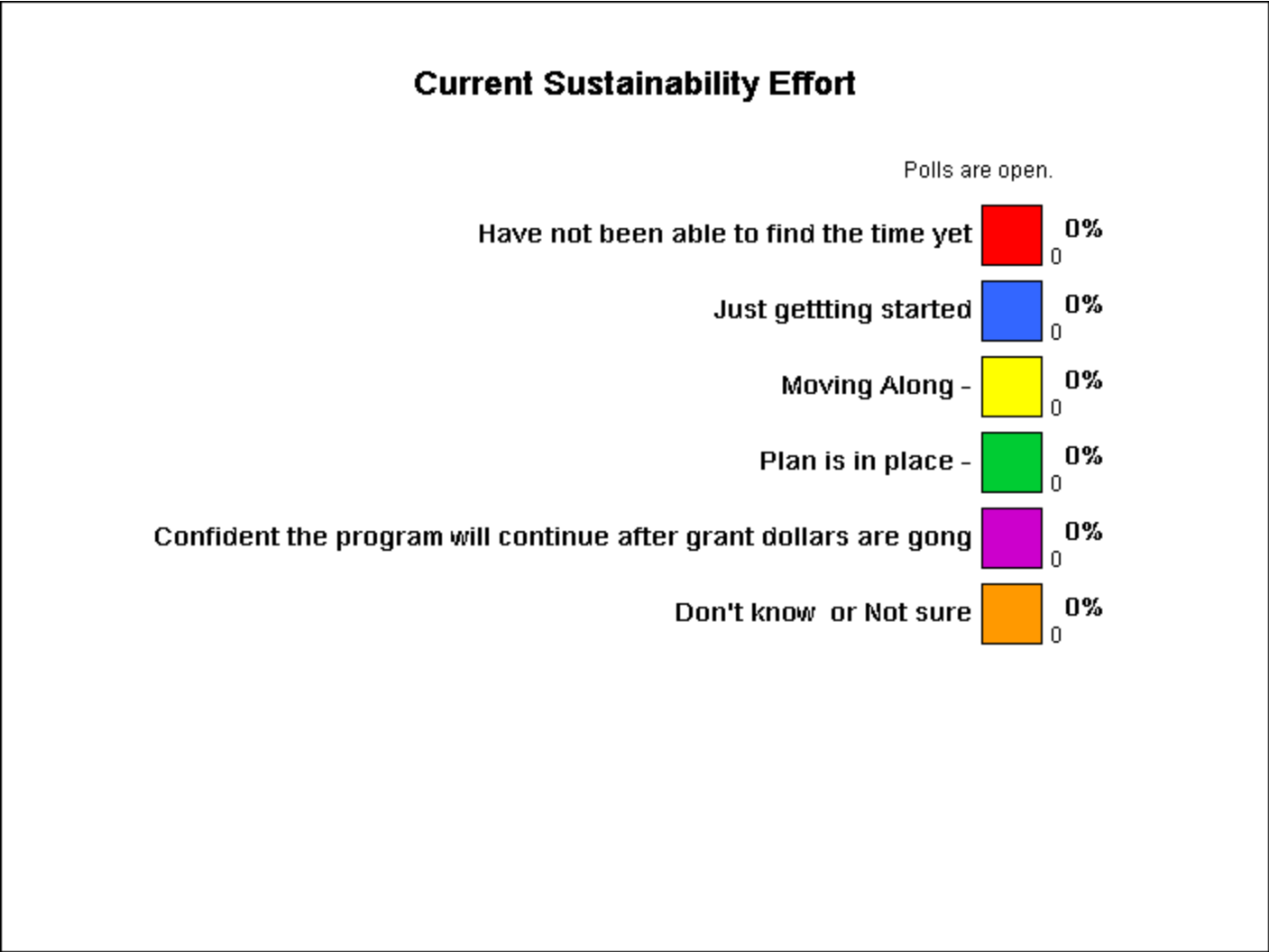## As a Result of Today's Session, Participants Will:

Please remember to mute your phones

- Begin to think and plan seriously about sustainability
- Understand the key components of a high quality sustainability plan
- Complete sustainability planning self-assessments
- Begin a sustainability planning work plan

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As a Result of Today's Session, Participants Will:

Current Sustainability Effort

Polls are open.

Have not been able to find the time yet ▮ (red) **0%** 0

Just gettting started ▮ (blue) **0%** 0

Moving Along – ▮ (yellow) **0%** 0

Plan is in place – ▮ (green) **0%** 0

Confident the program will continue after grant dollars are gong ▮ (magenta) **0%** 0

Don't know or Not sure ▮ (orange) **0%** 0

[Poll 1]

Today's Guest

- 27 years as a community educator
- Currently Coordinator of Organizational Development for the City of St. Louis Park, Minnesota
- Runs her own consulting business with foci on leadership, facilitation and coaching
- Was on the national 21CCLC Training Task Force
- Has served as a consultant to the National Center for Community Education.
- Has made presentations, conducted training workshops, and delivered keynote speeches throughout U.S. and in Canada, Japan and Australia.

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Today's Guest

Prepare for April 7 - Bridget

- Importance of Vision – Bring your completed vision April 7
- Seek ways to state your vision in a succinct manner
- Identify current and potential partners
- Identify current/existing funding streams

bgothberg@msn.com

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Prepare for April 7 - Bridget

Planning for Sustainability is No Small Task!

- Can take 6-9 months or more!
- Should involve key stakeholders
- Need to plan to plan...

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Planning for Sustainability is No Small Task!

Plan to Plan

- **Step 1: Clarify Planning Parameters**
    - What staff time can you devote?
    - How much time can key stakeholders devote?
- **Step 2: Decide Whose Input You Need**
- **Step 3: Decide How to Structure the Process**
    - Regular meetings with key stakeholders?
    - Sub-committees on key components?
    - Staff prepares plan & presents to stakeholders?

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Plan to Plan

Develop a Work Plan

- For each sustainability planning component...
  - Assign responsibility (staff, key partners, etc.)
  - Assess your current status
  - Develop long-range goals
  - Determine next steps
  - Define timelines

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Develop a Work Plan

Overview: Key Components

- Developing Your Vision
- Building Collaboration
- Advocating for Support
- Finding Funding
- Designing Your Plan

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Overview: Key Components

Developing Your Vision

Getting Started: Your Vision

- What are your hopes for the children and families you serve?
- What do you want the program to achieve?
- Get it down on paper!
- Be able to rattle it off!

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Getting Started: Your Vision

Your Vision: Jot It Down!

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Your Vision: Jot It Down!

Your Vision: Any questions?

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Your Vision: Any questions?

Building Collaboration

Building Collaboration: Know the Distinctions

- **Cooperation**
  - Short term without a clear or defined mission
- **Coordination**
  - Limited sharing, somewhat formal
- **Collaboration**
  - Formal and long term
  - New relationships with a joint commitment and common purpose

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Building Collaboration: Know the Distinctions

Building Collaboration: Strategies for Success

Building Collaboration:
Take Strategic Action

- Chart your resources and those of your stakeholders
  - Go beyond financial resources!
- Develop a communication plan
- Create synergies
- Celebrate your successes!

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Building Collaboration: Take Strategic Action
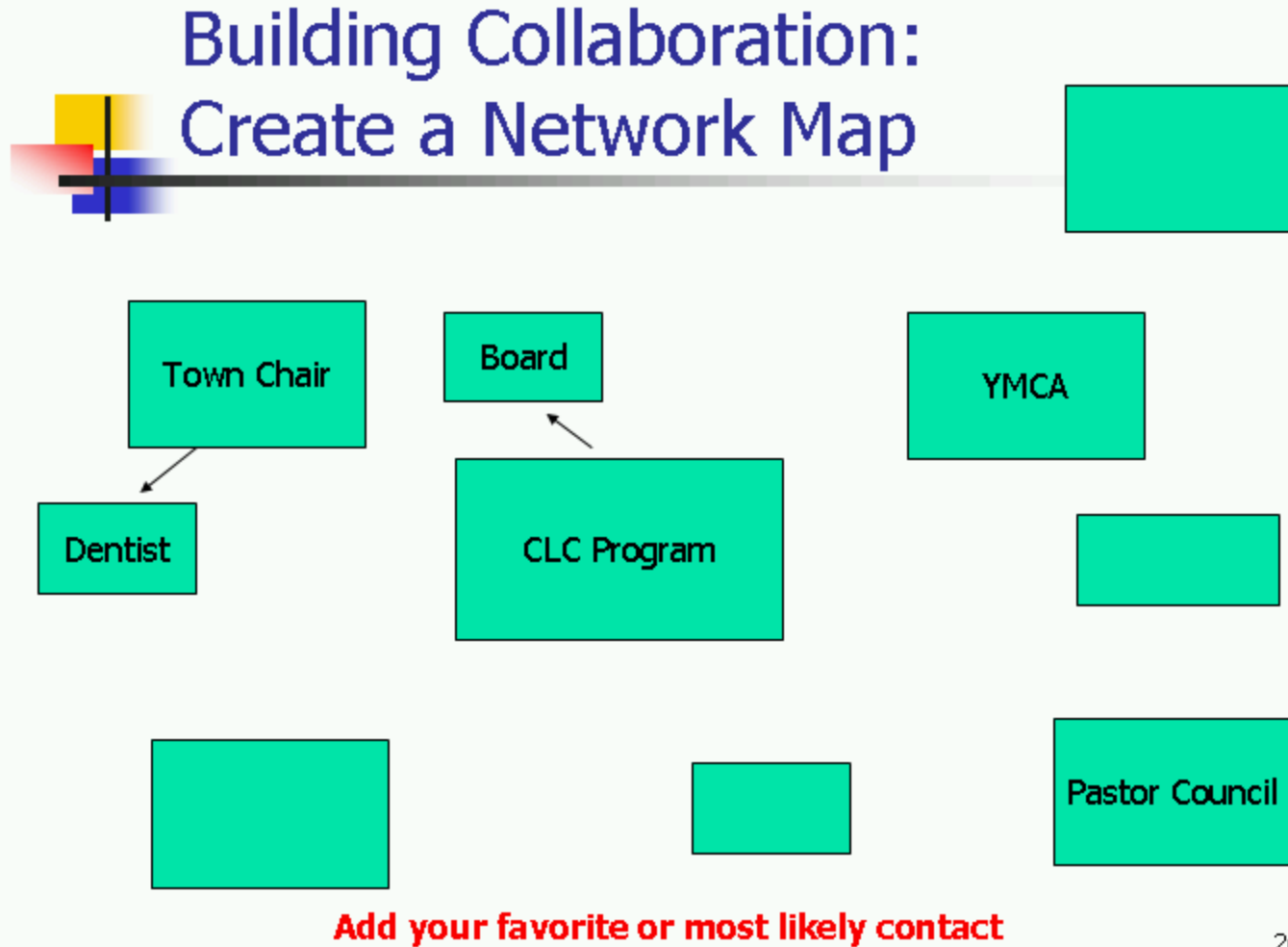
Building Collaboration: Create a Network Map

Building Collaboration: Questions to Consider…

- Are all stakeholders on my list?
- Are we thinking about in-kind AND cash contributions?
- Is leadership a shared responsibility?
- Do we have a common mission?
- Are our goals aligned?

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Building Collaboration: Questions to Consider…

Building Collaboration:
Writing Your Sustainability Plan

- Who are your key partners?
  - What resources do they bring to the table?
  - What are their roles and responsibilities?
  - How do you communicate?
- What other opportunities for partnership exist in your community?

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Building Collaboration: Writing Your Sustainability Plan

Building Collaboration: What Are Your Next Steps?

Building Collaboration: Any Questions?

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Building Collaboration: Any Questions?

Advocating for Support

A process to mobilize people to communicate a specific message to a targeted audience

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Advocating for Support

Advocacy: Where to Start

- Know the Power of Your Voice
- Define Your Message
- Brainstorm Ways to Deliver Your Message
- Always Do Your Homework
- Build Relationships with Decision Makers
- Engage Your Partners in Advocacy
- Say Thank-You!

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Advocacy: Where to Start

Your Message:
Consider these Questions

- ✓ ■ What are issues in your community?
  - ■ How does your program help?
- ✓ ■ Who attends your program?
  - ■ What are the profiles of your students?
- ✓ ■ What do the kids do during your program?
  - ■ What stories can you tell?
- ✓ ■ What results from their participation?
  - ■ What are your data results?

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Your Message: Consider these Questions

Your Message: Concerns in Your Community?

☑ Parents worry about "Latch key kids"

☑ Kids have poor diets and lack exercise

☑ High numbers or rates of truancy

☑ Achievement gap

☑ Juvenile crime after school

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Your Message: Concerns in Your Community?

Your Message: How Does Your Program Help?

Your Message:
Example from Afterschool Alliance

Afterschool programs...
- ☑ Keep kids safe (and healthy)
- ☑ Inspire learning
- ☑ Support working families

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Your Message: Example from Afterschool Alliance

Your Message: Who Can Help?

- Who should help craft your message?

town chair **TYPE THEIR NAMES/POSITIONS HERE!**
parents **Community Ed Program**
CLC Staff volunteers **Tribal Councils** Senior Centers
agency partners, universtity partners, students, parents, site council members
mentor prougs
students local media and PR firms
partners school staff & admin & board Building Principal

- Who can help deliver your message?

TYPE THEIR NAMES/POSITIONS HERE!

ll

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Your Message: Who Can Help?

Advocacy: Using you Data

- Now that you are thinking about messages, how can you use your data to support them?
- Have key data on the tip of your tongue!
- Use numbers AND stories

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Advocacy: Using you Data

Advocacy: Who to Target

- School Administration – Need them on your side!
- ✓ Teachers – Can be strong advocates!
- Parents – They are voters!
- ✓ Local Businesses
  - Policymakers listen to businesses
  - Businesses can be philanthropic
- ✓ Foundations – They can fund your program!
- Policymakers – The buck stops here.
- WHO ARE YOUR TARGETS? Write it down.

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Advocacy: Who to Target

Advocacy: Continuum of Efforts

Advocacy:
Don't Miss Opportunities!

- You never know when a target is in your midst...
  - In the bathroom!
  - In the elevator!
  - At a dinner party!
- REPEAT YOUR MESSAGES!
- REPEAT YOUR MESSAGES!
- REPEAT YOUR MESSAGES!

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Advocacy: Don't Miss Opportunities!

Advocacy: Next Steps

TYPE YOUR NEXT STEP HERE!

develop message and do a presentation for school board

develop a vision statement and a map and do more promoting of CLC

Have students present to the school board
Set up a CLC Booth with display for parent teacher conferences next week

do network map to share with admin & board & partners for possible partners

powerpoint rolling @ openhouse with pix and messages

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Advocacy: Next Steps

Finding Funding

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Finding Funding

Finding Funding:
Tips from the Finance Project

- **Tip 1:** Start Local, Think Global: Tap into Community Resources.
- **Tip 2:** Make Out-of-School Time Programs Everyone's Business: Build a Broad Base of Community Support.
- **Tip 3:** Put the Pieces Together: Build a Pot of Flexible Dollars.
- **Tip 4:** Rely on the Generosity of Friends and Neighbors: Expand In-Kind Support.
- **Tip 5:** Capitalize on Success: Tap into Federal and State Funds.
- **Tip 6:** Always Be on the Lookout for Windows of Opportunity.

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Finding Funding: Tips from the Finance Project

Finding Funding: Overview

- **Federal Funding**
  - Title I
  - Title IV Part A and B
- **State Funding**
  - TANF and other Child Care assistance
  - Nutrition funding
- **Local Funding**
  - Fund 80
  - Private funding
  - In-kind contributions

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Finding Funding: Overview

Finding Funding: Grant Writing 101

Finding Funding: Federal $$$

More than 120 sources of federal funding!

- Ideas in "Road to Sustainability"
- GREAT Tool: Search database for federal funds
  - http://www.financeproject.org/fedfund/
- "Using NCLB Funds to Support Extended Learning Time" (CCSSO & Finance Project)
  - http://www.financeproject.org/publications/usingnclbfunds.pdf

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Finding Funding: Federal $$$

Finding Funding: Local Sources

Finding Funding: Be creative!

Finding Funding: Additional Resources

- Profiles of Successful Financing Strategies
  - http://www.financeproject.org/irc/ost/profiles.asp
- Additional Resources from the Finance Project (all downloadable PDFs)
  - http://www.financeproject.org/irc/ost/funding.asp

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Finding Funding: Additional Resources

What Have You Done for Sustainability Lately?

TYPE ONE ACCOMPLISHMENTS TOWARD SUSTAINABILITY!

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What Have You Done for Sustainability Lately?

The Next Steps…

TYPE YOUR NEXT STEP TOWARD SUSTAINABILITY!

develop a CLC brochure

draft workplan, develope vision and message. Meet with Title ! Director, meet with partner

Meet with partners, meet with United Way

We will recruit folks for a Task Force as it sounds like an easier mision

get on administration agenda to discuss vision/message/policy development

Call meeting of advisory board to start planning

the dpi grant can't go away….

Invite local congressperson to our program

draft a workplan to guide with developing a sustainability plan

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The Next Steps…

Reminder:
Develop a Work Plan

- For each sustainability planning component (Vision, Building Collaboration, Advocacy & Finding Funding)...
  - Assign responsibility (staff, key partners, etc.)
  - Assess your current status
  - Develop long-range goals
  - Determine next steps
  - Define timelines

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Reminder: Develop a Work Plan

Your WRITTEN Sustainability Plan: From "Road to Sustainability"

- Tangible document that describes your sustainability plan
  - Helps you and your community partners monitor progress and stay on task!
- Versions of worksheets in Word at: http://afterschoolalliance.org/prog_sustain.cfm
  - Bring together your stakeholders, and think about how to fill out the worksheets.

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Your WRITTEN Sustainability Plan: From "Road to Sustainability"

Remember:
It's All About the KIDS!

- ✓ Strong program = Better chance of securing funding and succeeding in advocacy efforts!
- ✓ When you feel overwhelmed, remind yourself of your program's vision.
- ✓ Celebrate your success!

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Remember: It's All About the KIDS!

finding enough little pieces to support the administrative role that makes it all come together.

$ in a "small" rural setting   ditto!

W
George W?

school board suppor

Getting involvement of key stakeholders

F

showing impact & cost effectiveness

Not enough people woring towards our CLC vision

Time   time

the amount of money we need

Sharing

small rural also lacks specific talents to sell the the program.

Distinguishing essential services to be sustained. rather than a program t

List Your Greatest Challenge
Toward Sustainability

TIME!!!!

School district budget concerns

some key officials think inside the box only

Fund 80 monies in rural communities do not increase (over 5 yrs. even) same in urban communities

Lack of resources in smsall rural communities (pop under 1,000)

Small communities have few resources

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Sharing

Questions???

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Questions???

Key Sustainability Resources

- ## Afterschool Alliance
  - http://afterschoolalliance.org/funding_main.cfm
- ## Finance Project
  - http://www.financeproject.org/irc/ost.asp

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Key Sustainability Resources

Wisline Archive Access

Thank You!

- Many thanks to Bridget Gothberg!
- Thank you, CLC directors, for your commitment to afterschool programs!!!

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Thank You!

http://www.dpi.state.wi.us/sspw/clc.html

[Web Slide 1]

http://afterschoolalliance.org/funding_main.cfm

[Web Slide 2]